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MARKETING RESEARCH DEPARTMENT REPORT

MRD # : 80002 DATED: January 17, 1980

WRITTEN BY: Pam Anderson

SUBJECT: HTI Test of Merit 85 Menthol with Level "A" (0.37 mg./cigt.) Menthol In Smoke Versus Merit 85 Menthol With Level "B" (0.45 mg./cigt.) Menthol In Smoke (Project No. 7072/7073)

OVERVIEW

The overall preference vote among the three groups of panelists are as follows:

	Merit 85 Men. Smokers %	Low Tar 85 mm Men.Smokers %	Full Flavor 85 mm Men.Smokers %
Merit 85 Menthol With Level "A" Menthol in Smoke	46	56	52
Merit 85 Menthol With Level "B" Menthol in Smoke	54	44	48

Qualitatively, all three groups of smokers perceived the Merit with Level "B" menthol in smoke to "have more menthol". However, there were differences in reactions to the menthol levels among the three groups of smokers. The Merit 85 Menthol smokers preferred the taste and the menthol taste of the Level "B" Merit while the opposite was true for the low tar 85 mm menthol smokers. Finally, the full flavor 85 mm menthol smokers were split in their preference for the taste and menthol taste of the two cigarettes.

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FILE: MERIT

Source: https://www.industrydocuments.ucsf.edu/docs/zjkk0000

HTI TEST OF MERIT MENTHOL 85'S WITH LEVEL "A" MENTHOL IN SMOKE VERSUS MERIT MENTHOL 85'S WITH LEVEL "B" MENTHOL IN SMOKE

BACKGROUND

The purpose of this test was to determine the consumer acceptability of Merit Menthol 85's with Level "A" menthol in smoke relative to Merit Menthol 85's with Level "B" menthol in smoke. Analytically, these two products differed in menthol content in smoke (0.37 mg./cigt. in "A" and 0.45 mg./cigt. in "B") and menthol content in filter (4.4 mg./cigt. in "A" and 5.1 mg./cigt. in "B"). This test was conducted via mail placement/mail questionnaire among Merit 85 Menthol smokers, a cross-section of full flavor 85 mm menthol smokers and a cross-section of low tar 85 mm menthol smokers. Both products were tested "blind" in plain white coded packages.

FINDINGS

Merit 85 Menthol Smokers

1. Among the Merit 85 Menthol smokers the overall preference vote was 46% for Merit Menthol with Level "A" menthol in smoke and 54% for Merit Menthol with Level "B" menthol in smoke. This finding was generally consistent among the various demographic and user subgroups.

   (Table 1-Section B)

2. The average ratings assigned by these panelists to each cigarette on a "worst" (0) to "best" (100) scale were 55.52 for the Level "A" menthol product and 59.32 for the Level "B" menthol product. These numbers are consistent with the overall preference measure.

   (Table 1-Section C)

3. A review of the available qualitative information (Comparisons-Table 1, Section D; Reasons For Preference-Table 2; and Dislikes-Table 3) indicates that these smokers perceived the Level "B" Merit to have "more/stronger menthol" than the Level "A" product. As a result, some of these panelists disliked the Level "B" product because it had "too strong a menthol flavor".

Low Tar 85 mm Menthol Smokers

4. The low tar 85 mm menthol smokers directionally preferred Merit 85 Menthol with Level "A" menthol in smoke (56%) to Merit 85 Menthol with Level "B" menthol in smoke (44%). While this finding was generally consistent among the various demographic and user subgroups, smokers 35 years and over directionally preferred the Level "B" Merit, and moderate/light smokers preferred both cigarettes equally.

   (Table 1-Section B)

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5. The average ratings assigned by the low tar panelists to these products on a "worst" (0) to "best" (100) scale confirm the overall preference vote in that the Level "A" Merit (53.76) was rated significantly higher (at the 90% level) than the Level "B" Merit (47.99).

(Table 1-Section C)

6. A review of the available qualitative information (Comparisons-Table 1, Section D; Reasons For Preference-Table 2; and Dislikes-Table 3) indicates that the low tar menthol smokers perceived Level "A" Merit to be "better tasting" and somewhat "milder". The Level "B" Merit was perceived to have "more menthol". The "Dislikes" responses suggest that some low tar smokers disliked the Level "B" product because it was generally "too strong" and because it had "too strong a menthol flavor". This is confirmed in the Comparisons" questions where these smokers, while recognizing Level "B" Merit as having more menthol, tended to prefer the menthol of Level "A" Merit.

Full Flavor 85 mm Menthol Smokers

7. The full flavor menthol smokers about equally preferred Merit Menthol with Level "A" menthol in smoke (52%) and Merit Menthol with Level "B" menthol in smoke (48%). While there were some fluctuations in the preference vote among the various demographic and user subgroups, none of the differences were significant.

(Table 1-Section B)

8. The average ratings assigned to these products on a "worst" (0) to "best" (100) scale were 44.74 for the Level "A" menthol in smoke product and 43.52 for the Level "B" Menthol in smoke product. Again, these numbers are consistent with the overall preference results.

(Table 1-Section C)

9. A review of the available qualitative information (Comparisons-Table 1; Section D; Reasons For Preference-Table 2; and Dislikes-Table 3) indicates that these smokers perceived the Level "A" menthol in smoke Merit to be "milder" and the Level "B" menthol in smoke Merit to have "more menthol". Furthermore, from Table 1-Section D (Comparisons), note that while these smokers significantly perceived Level "B" to have more menthol, they liked the menthol taste of both cigarettes about equally.

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SECTION A: OVERALL PREFERENCE

	Smokers Of: Merit 85 Men. (69) %	Low Tar 85 mm Men. (175) %	Full Flavor 85 mm Men. (106) %
Prefer Merit Menthol with Level "A" Menthol in Smoke	39	45	40
Prefer Merit Menthol with Level "B" Menthol in Smoke	46	36	36
No Preference	14	19	25

SECTION B: % PREFERRING EXPERIMENTAL
(Percentage Among Those Having A Preference)

	Merit 85 Men. Base	Merit 85 Men. % Preferring Level "B"	Low Tar 85 mm Men. Base	Low Tar 85 mm Men. % Preferring Level "B"	Full Flavor 85 mm Men. Base	Full Flavor 85 mm Men. % Preferring Level "B"
Total	(59)	54	(142)	44	(80)	48
Men	(25)	56	(65)	48	(38)	45
Women	(34)	53	(77)	42	(42)	50
Under 35 years	(36)	58	(74)	32*	(44)	52
35 years and over	(23)	48	(68)	57	(36)	42
Heavy Smokers	(37)	54	(103)	42	(53)	43
Mod./Lt. Smokers	(22)	55	(39)	51	(27)	56

SECTION C: AVERAGE RATINGS
(0=Worst; 100=Best)

	Smokers Of: Merit 85 Men. (69)	Low Tar 85 mm Men. (175)	Full Flavor 85 mm Men. (106)
Merit Menthol with Level "A" Menthol in Smoke	55.52	53.76**	44.74
Merit Menthol with Level "B" Menthol in Smoke	59.32	47.99	43.52

SECTION D: COMPARISONS FOR SPECIFIC QUALITIES (%)

	Merit 85 Men. Smokers Level "A"	Merit 85 Men. Smokers Level "B"	Merit 85 Men. Smokers No Diff.	LT 85mm Men. Smokers Level "A"	LT 85mm Men. Smokers Level "B"	LT 85mm Men. Smokers No Diff.	FF 85mm Men. Smokers Level "A"	FF 85mm Men. Smokers Level "B"	FF 85mm Men. Smokers No Diff.
Has more taste	42	42	16	30	41	30	38	45	17
Has a better taste	36	45	19	46**	33	21	38	38	25
Is harsher to the mouth/ throat	30	41	29	25	35	39	20	29	51
Has an easier draw	22	30	48	25	22	53	29	18	53
Has a better aftertaste	36	32	32	35	28	37	32	28	40
Is cooler	29	42	29	29	40	31	34	30	36
Is slower burning	22	13	65	18	13	69	22	14	64
Is milder	41	33	26	42	31	26	42**	26	31
Has a lighter taste	36	39	25	37	29	34	41	33	26
Has more menthol	23	51*	26	21	50*	30	25	50*	25
Has better menthol taste	35	39	26	41	32	27	35	36	29

* Statistically significant at the 95% level.
** Statistically significant at the 90% level.

TABLE 1

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Source: https://www.industrydocuments.ucsf.edu/docs/zjkk0000

REASONS FOR PREFERENCE

Base: Those preferring each cigarette	Merit 85 Men. Smokers Preferred Level "A" (27) #	Merit 85 Men. Smokers Preferred Level "B" (32) #	Low Tar 85 mm Menthol Smokers Preferred Level "A" (79) #	Low Tar 85 mm Menthol Smokers Preferred Level "B" (63) #	Full Flavor 85 mm Menthol Smokers Preferred Level "A" (42) #	Full Flavor 85 mm Menthol Smokers Preferred Level "B" (38) #
Taste	16	16	42	30	15	17
Good taste/tobacco flavor	5	8	25	19	9	11
Mild flavor	5	3	5	4	1	-
Good/no bad aftertaste	6	4	8	4	4	4
Strong flavor	2	1	3	2	2	2
Tasted better than others	-	1	2	2	-	1
Menthol	10	11	32	21	21	18
Milder menthol	5	1	15	3	9	2
Liked menthol taste	4	3	10	10	8	3
Strong menthol	-	6	5	7	4	10
Right amount of menthol	1	1	2	-	-	3
Strength	10	11	34	22	11	7
Mild, not strong	6	6	24	14	8	3
Not harsh	2	4	3	5	3	2
Mild, not harsh	2	-	3	1	-	1
Stronger	-	1	4	2	-	1
Ease In Smoking	3	5	4	5	9	4
Easy draw	3	4	4	4	8	4
Burning Qualities	3	1	2	2	3	1
Slow burning	1	1	1	2	2	1
Effect On Mouth & Throat	3	1	7	3	2	-
Not irritating/didn't burn mouth	3	1	5	2	2	-
Physical Characteristics	-	1	1	3	2	1
Cool Smoking	1	3	-	1	1	2
Filter	-	-	1	-	-	-
Miscellaneous	1	4	7	8	3	4
Similar/same as regular brand	1	1	-	2	3	2
Satisfying	-	2	4	2	-	1

TABLE 2

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Source: https://www.industrydocuments.ucsf.edu/docs/zjkk0000

DISLIKES ABOUT EACH CIGARETTE

Base:	Merit 85 Men. Smokers		Low Tar 85mm Men. Smokers		Full Flavor 85mm Men. Smokers	
	Level "A"	Level "B"	Level "A"	Level "B"	Level "A"	Level "B"
	69		175		106	
	#	#	#	#	#	#
Taste	16	13	30	32	26	20
Left a bad aftertaste	6	4	7	8	7	7
Flavor too mild	4	4	10	7	9	7
Poor flavor/disliked taste	2	2	8	8	4	1
Flavor too strong	-	1	2	7	1	-
Dry taste	2	-	1	-	4	-
Strength	18	8	32	44	11	18
Too strong	10	6	24	35	2	11
Too mild	8	2	8	9	9	7
Menthol	7	13	29	45	22	28
Too strong menthol flavor	-	10	13	38	12	21
Not enough menthol flavor	6	2	12	6	8	4
Dislike menthol	1	1	3	1	2	3
Effect On Mouth & Throat	4	9	11	14	6	6
Irritated mouth/burned throat	3	6	8	14	3	3
Left mouth dry	-	2	2	-	1	-
Burning Qualities	5	4	10	11	7	8
Burned too fast	5	3	6	8	4	7
Didn't burn well	-	-	1	2	2	1
Difficulty In Smoking	4	1	6	2	6	7
Not easy smoking	4	1	5	2	6	6
Filter	-	-	9	8	8	10
Dislike long filter	-	-	1	1	1	6
Poor filter	-	-	3	2	2	-
Physical Characteristics	1	2	3	2	1	3
Too dry and stale	-	1	2	2	1	2
Not Cool Smoking	-	-	-	1	2	2
Miscellaneous	-	-	6	8	5	2
Not satisfying	-	-	4	6	1	-
Poor aroma	-	-	2	2	-	-

TABLE 3

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Source: https://www.industrydocuments.ucsf.edu/docs/zjkk0000

TO: Dr. W. F. Gannon DATE: October 11, 1979

FROM: J. E. Wickham

SUBJECT: HTI 7072/7073

Submitted By: W. Houck

7072 = M9AW-3 = Red S68 and Black L38 = Control Merit Menthol 85 Cigarettes With Level A Menthol
7073 = M9AX-3 = Red L38 and Black S68 = Experimental Merit Menthol 85 Cigarettes With Level B Menthol

The experimental Merit Menthol 85 cigarettes (M9AX-3) with level B menthol were different from the control Merit Menthol 85 cigarettes (M9AW-3) in menthol in smoke and filler.

	Control Merit Menthol 85 With Level A Menthol	Experimental Merit Menthol 85 With Level B Menthol
IBM Code	M9AW-3	M9AX-3
HTI No.	7072	7073
Smoke		
Butt Length, mm	35	35
FTC Tar, mg/cigt.	9.5	9.2
Nicotine, mg/cigt.	0.71	0.70
Puffs/cigt.	8.1	8.0
Filtration Eff., %	58	58
Cigarette		
Total RTD, in. of H_2O	5.0	5.0
Static Burn. Time, min.	7.3	8.0
Length, mm	84.6	84.6
Circumference, mm	24.9	24.9
Paper		
Additive, type	Cit.	Cit.
Porosity, sec.	13	13
Filter		
RTD, in. of H_2O	4.5	4.6
Length, mm	25.0	25.1
Weight, g	0.17	0.18
Tipping paper length, mm	32	32
Dilution, %	29	31
Filler		
Total alkaloids, %	1.74	1.74
Total reducing sugars, %	3.3	3.9
Wt. of tob., g	0.711	0.717
Rod Density, g/cc	0.242	0.244
Menthol, mg/cigt.		
Smoke	0.37	0.45
Filler	4.4	5.1
Filter	0.3	0.3

JEW:gmm

cc: Mr. B. A. Soyars
Dr. R. B. Seligman
Mr. W. G. Lloyd
Mr. R. N. Thomson
Mr. T. T. Goodale
Mr. J. Zoler
Mr. G. F. Raed
Mr. J. S. Osmalov
Mr. F. L. Daylor
Mr. H. G. Daniel
Mr. L. F. Meyer
Mr. H. L. Spielberg
Mr. W. G. Houck
Ms. E. Chambers

J E Wickham

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